

Toledo Craftsman's Guild General Meeting May, 2015

There were 24 members present.

The meeting was called to order at 7:34 p.m. by Pres. Sharon Anderson.

The financial report was given by Treasurer Sue Haynes. There is a balance of \$14,108.88 in our coffers.

There was a jury request made by Sharon A. asking all Board Members to remain after the meeting to jury a new member request.

Our Media Specialist Pam Lemons was our featured speaker for the evening program. Pam presented a tutorial on how to set up a Facebook Business and/or Fan page. A comprehensive booklet was passed out to all in attendance explaining the process in depth. An on-line version of this information is available. Contact Pam via email if interested.

There was a motion made by Traci Lender and seconded by Keith Fisher to waive reading the minutes, as there was a time factor to consider.

Our Jury Chair Anny Young has received many phone calls, as well as 25 responses to the questionnaire that was sent out to members. Further discussion was held concerning the Categories checklist.

Debi Methvin, Membership Chair, reported that we have 178 current paid members. There are 3 pending memberships from a recent jurying. The new members' crafts are stained glass, woodworking, and therapy wraps.

Pam L. reports that our FB page has 364 likes. Pam reminds all members that the weekly "shout outs" have started, and will be announced every Wednesday. There will be a new page on our Members Only site. This will be a resource for supplies and services of interest to Crafters. Please send your business names to Pam for publication on our site. The next issue of The Journal will be started soon. Story ideas and classified ads are being accepted. July 10th is the due date for all submissions.

Dave Grabarczyk reported that \$3,600 was spent on ads for the Tam O and Stranahan shows. We are still using the McKenzie Press, which covers a 50 mile radius. Blade banner ads were placed on the second news section. This fall, they will be placed in the Peach section on the preceding Thursday. Our radio ad contract will be ending soon. Members need to be reminded to apply for shows early, as we base our ad expenditures on the number of crafters who sign up for the shows by specific cut-off dates. The Classic Café has printed 4,000 placemats featuring our most recent ad.

The Toledo free press has ceased publication.

The next newsletter will be sent out in August. The Lourdes app will be included.

For the Tam O Shanter show, there were two no-shows. Several new members wanted to do the show. No major problems were reported. The balloon specials were a hit with the crowd. 94 spots were taken,

4 less than last year. There was discussion about the possibility of moving this show up ahead of Shishewana. April 16th was mentioned.

The cookies for our customers were a big hit.

The apps for the first two fall shows are out now. There are already 16 crafters signed up for Stranahan show, with \$1,400 collected. We will not know until the early fall if the lobby will become available.

More crafters are needed to make the Rec Center show a success. The rent for this show is \$7,500. Crafters will be allowed to split spaces, as they are a generous 10x10. Dave asks that all please send a business sized SASE.

The Lourdes app is being revamped. We will be able to use the gym on Saturday.

Old Business:

The reprimand form is in another revision. Suggestions were taken from those in attendance.

Members asked about the new "chip" that will be required for credit card acceptance via phone. 5/3 has not released updated information on that topic yet. Members are warned they they will be liable for any fraudulent chips accepted/used. Expect many new credit card services to become available in the near future.

A member asked if foot traffic patterns can be used to get an accurate customer count. This would be too difficult, as there may be more than one door, and someone would have to stand there for hours. Raffle ticket counts are helpful, but we must save all of the paperwork.

Crafters were reminded to purchase a counterfeit marking pen.

Bob Less won the drawing for the free space at Stranahan. For show and tell, Pam L. modeled her new bracelet pattern.

A motion to adjourn was made by Bob Vrooman and seconded by Debi Methvin.

Submitted by Pamela J. Rohrbacher B.A. Secretary Toledo Craftsmans Guild.